

WHAT IS CLAIMED IS:

1. A method for managing sales leads in a sales lead system, the method comprising:
an agent working a sales lead;
obtaining disposition information regarding the sales lead, the disposition information
5 representing a disposition of the sales leads;
transmitting the disposition information to a lead processing portion;
comparing the disposition information with associated disposition rules in the lead
processing portion; and
controlling the further processing of the sales lead based on a disposition rule selected as
10 a result of the comparing.
2. The method of claim 1, wherein the obtaining disposition information is
performed by the sales agent, working the sales lead, entering the disposition information.
3. The method of claim 2, wherein the disposition information is entered in
conjunction with the sales agent terminating working the lead.
- 15 4. The method of claim 1, wherein the disposition information is a code that is
associated with the sales lead.
5. The method of claim 1, wherein the disposition information relates to interaction
between the sales agent and a person from who the sales lead was received.
6. The method of claim 1, wherein the disposition information relates to a non-
20 action of the sales agent.
7. The method of claim 1, further including a sales management person effecting:
inputting search criteria in the sales lead system to identify sales leads having particular
attributes; and

identifying identified sales leads having the particular attributes; and

wherein the obtaining disposition information regarding the sales lead includes assigning a disposition code to each of the identified sales leads, the disposition information being the disposition code.

5 8. The method of claim 7, wherein the particular attributes include an amount of time that a particular sales lead has aged subsequent to the particular sales lead being assigned to an agent, with no disposition being performed upon the particular sales lead.

 9. The method of claim 1, wherein the disposition information of the sales lead is selected from the group: suppression of the sales lead, application submitted associated with the
10 sales lead, rework the sales lead, and effect sleep of the sales lead.

 10. The method of claim 1, wherein the disposition information of the sales lead is determined to be suppression disposition, and the method further including:

 permanently terminating work on the sales lead based on the suppression disposition;

 storing sales lead information representing the sales lead in a leads memory portion;

15 11. The method of claim 1, wherein the disposition information of the sales lead is determined to be a sleep disposition, and the method further including:
 placing the sales lead into a sleep state so as to temporarily prevent assignment of the

20 sales lead;

 periodically checking the sales lead to determine if the sleep period has expired; and
 upon the sleep state expiring, reviving the lead for working.

12. The method of claim 11, further including periodically determining if a client, which is associated with the sales lead, has submitted a new response; and

reviving the lead for working upon determining that the client has submitted the new response.

5 13. The method of claim 11, further including forwarding the sales lead for auto-assignment processing, the periodically checking being performed by the auto-assignment processing.

14. The method of claim 1, further including the step of, after inputting disposition information regarding the sales lead, updating lead information that is associated with the sales
10 lead to include the sales agent, the sales agent being the last sales agent to work the lead.

15. The method of claim 1, further including checking lead information that is associated with the sales lead to determine if the lead is a re-workable type of lead.

16. The method of claim 1, wherein the disposition information of the sales lead is determined to be rework disposition, and the method further including:

15 the agent associating a disposition to the sales lead indicating that the sales lead is to be reworked, the first agent not having worked the sales lead that is assigned to the sales agent; and
controlling the further processing of the sales lead includes forwarding the sales lead to a second agent for working the sales lead without suppressing the sales lead.

17. A computer-implemented system for managing sales leads in a sales lead
20 processing environment, the computer-implemented system comprising:
an agent processor that interfaces with a sales agent working a sales lead in the sales lead processing environment, the agent processor being able to receive disposition information

regarding the sales lead from the sales agent, the disposition information representing a disposition of the sales leads;

a sales management processor that interfaces with a sales management person in the sales lead processing environment, the sales management processor being able to receive disposition information regarding the sales lead from the sales management person;

a communication network that transmits disposition information from at least one of the agent processor and the sales management processor to a sales lead processing portion;

the sales lead processing portion inputting the disposition information, the sales lead processing portion comparing the disposition information with associated disposition rules in the sales lead processing portion; and

controlling further processing of the sales lead based on a disposition rule selected as a result of the comparing.

18. The computer-implemented system of claim 17, wherein the disposition information is a code that is associated with the sales lead.

19. The computer-implemented system of claim 17, wherein the disposition information relates to a non-action of the sales agent.

20. A method for managing sales leads in a sales lead system, the method comprising: an agent working a sales lead;

obtaining disposition information regarding the sales lead, the disposition information representing a disposition of the sales leads;

transmitting the disposition information to a lead processing portion;

comparing the disposition information with associated disposition rules in the lead processing portion; and

controlling the further processing of the sales lead based on a disposition rule selected as a result of the comparing; and

wherein the obtaining disposition information is performed by the sales agent, working the sales lead, entering the disposition information;

5 wherein the disposition information is entered in conjunction with the sales agent terminating working the lead; and

the method further including a sales management person effecting:

inputting search criteria in the sales lead system to identify sales leads having particular attributes; and

10 identifying identified sales leads having the particular attributes; and

wherein the obtaining disposition information regarding the sales lead includes assigning a disposition code to each of the identified sales leads, the disposition information being the disposition code.

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